

INDEX TO VOLUME 12, NUMBERS 1 TO 4—1964
AUTHORS AND ARTICLES

(Number—Page)

BAILEY, JOSEPH K. (coauthor), The Group Executive Position: A Growing Trend	4	61	MARTIN, C. VIRGIL, Carson Pirie Scott's "Double EE" Program ..	2	7
BARTOLI, EDWARD B., United States Taxation of International Business	3	55	MCCONNELL, CAMPBELL R., Perspectives on Soviet Economic Growth	4	7
CASLER, DARWIN J., The Independence of the Public Accountant ..	2	53	MCNEAL, JAMES U., The Disappearing Motive in Motive Research ..	4	30
COLLINS, ORVIS F. (coauthor), The Enterprising Man and the Business Executive	1	19	MEAD, STUART B., The Development of the Investment Company Concept	3	38
FEARON, HAROLD E. (coauthor), The Shift from Military to Industrial Markets	1	43	MOCK, EDWARD J., Financing Overseas Subsidiaries and Evaluating Their Earnings	3	31
GREIG, W. SMITH, Quality Competition and Product Development	2	66	MOORE, DAVID G. (coauthor), The Enterprising Man and the Business Executive	1	19
HENDERSON, WILLIAM L., A Progress Report on Postwar Tax Policy	3	7	MOYER, REED, The Structure of Markets in Developing Economies	4	43
HENSHAW, RICHARD C., JR. (coauthor), The Case for Public Regulation of the Securities Markets	4	69	MURPHY, THOMAS T., Venezuela As a Foreign Investment Target ..	4	23
HERBER, BERNARD P., The Use of Informers' Rewards in Federal Tax Enforcement	1	71	O'DONNELL, JOHN L. (coauthor), The Case for Public Regulation of the Securities Markets	4	69
HOOK, RALPH C., JR. (coauthor), The Shift from Military to Industrial Markets	1	43	OLSON, ALDEN C. (coauthor), The Case for Public Regulation of the Securities Markets	4	69
HUNTER, JOHN M., Accounting and Economic Development	2	57	PRYBYLA, JAN S., The Economic Strengths and Weaknesses of Communism in Eastern Europe ..	1	35
KONOPA, LEONARD J., Exclusive Dealing Arrangements in Marketing	3	63	REUTHER, WALTER P., A Sense of National Purpose	2	15
KRUGER, DANIEL H., Women at Work	2	21	ROBINSON, GERALD J., Unemployment and Taxes	2	61
——, The United States Employment Service	3	19	SILK, LEONARD S., The Goals of Business Education	2	38
LEE, CHARLES E. (coauthor), Advertising Objectives, Control, and the Measurement Controversy ..	4	37	SMITH, VICTOR E., What's in the Machine for Supper?	1	7
MADDOX, ROBERT C. (coauthor), The Group Executive Position: A Growing Trend	4	61	STEELE, H. ELLSWORTH, Oligopoly in the American Rubber Industry	2	47
MASON, JARVIS WOOLVERTON, (coauthor), Advertising Objectives, Control, and the Measurement Controversy	4	37	STERN, LOUIS W., Management Insights Through Historical Perspective	3	47
MARTELLARO, JOSEPH A., Industrial Financing by the Credit Corporations in Southern Italy	3	73	UNWALLA, DARAB (coauthor), The Enterprising Man and the Business Executive	1	19
			VERWAY, DAVID I., The Structure of Inflation	4	17

INDEX TO VOLUME 12, NUMBERS 1 TO 4—1964
AUTHORS AND ARTICLES

(Number—Page)

BAILEY, JOSEPH K. (coauthor), The Group Executive Position: A Growing Trend	4	61	MARTIN, C. VIRGIL, Carson Pirie Scott's "Double EE" Program ..	2	7
BARTOLI, EDWARD B., United States Taxation of International Business	3	55	MCCONNELL, CAMPBELL R., Perspectives on Soviet Economic Growth	4	7
CASLER, DARWIN J., The Independence of the Public Accountant ..	2	53	MCNEAL, JAMES U., The Disappearing Motive in Motive Research ..	4	30
COLLINS, ORVIS F. (coauthor), The Enterprising Man and the Business Executive	1	19	MEAD, STUART B., The Development of the Investment Company Concept	3	38
FEARON, HAROLD E. (coauthor), The Shift from Military to Industrial Markets	1	43	MOCK, EDWARD J., Financing Overseas Subsidiaries and Evaluating Their Earnings	3	31
GREIG, W. SMITH, Quality Competition and Product Development	2	66	MOORE, DAVID G. (coauthor), The Enterprising Man and the Business Executive	1	19
HENDERSON, WILLIAM L., A Progress Report on Postwar Tax Policy	3	7	MOYER, REED, The Structure of Markets in Developing Economies	4	43
HENSHAW, RICHARD C., JR. (coauthor), The Case for Public Regulation of the Securities Markets	4	69	MURPHY, THOMAS T., Venezuela As a Foreign Investment Target ..	4	23
HERBER, BERNARD P., The Use of Informers' Rewards in Federal Tax Enforcement	1	71	O'DONNELL, JOHN L. (coauthor), The Case for Public Regulation of the Securities Markets	4	69
HOOK, RALPH C., JR. (coauthor), The Shift from Military to Industrial Markets	1	43	OLSON, ALDEN C. (coauthor), The Case for Public Regulation of the Securities Markets	4	69
HUNTER, JOHN M., Accounting and Economic Development	2	57	PRYBYLA, JAN S., The Economic Strengths and Weaknesses of Communism in Eastern Europe ..	1	35
KONOPA, LEONARD J., Exclusive Dealing Arrangements in Marketing	3	63	REUTHER, WALTER P., A Sense of National Purpose	2	15
KRUGER, DANIEL H., Women at Work	2	21	ROBINSON, GERALD J., Unemployment and Taxes	2	61
——, The United States Employment Service	3	19	SILK, LEONARD S., The Goals of Business Education	2	38
LEE, CHARLES E. (coauthor), Advertising Objectives, Control, and the Measurement Controversy ..	4	37	SMITH, VICTOR E., What's in the Machine for Supper?	1	7
MADDOX, ROBERT C. (coauthor), The Group Executive Position: A Growing Trend	4	61	STEELE, H. ELLSWORTH, Oligopoly in the American Rubber Industry	2	47
MASON, JARVIS WOOLVERTON, (coauthor), Advertising Objectives, Control, and the Measurement Controversy	4	37	STERN, LOUIS W., Management Insights Through Historical Perspective	3	47
MARTELLARO, JOSEPH A., Industrial Financing by the Credit Corporations in Southern Italy	3	73	UNWALLA, DARAB (coauthor), The Enterprising Man and the Business Executive	1	19
			VERWAY, DAVID I., The Structure of Inflation	4	17

CLASSIFIED LIST OF ARTICLES

(Number—Page)

Accounting

- Accounting and Economic Development, by John M. Hunter 2 57
- Independence of the Public Accountant, The, by Darwin J. Casler 1 53

Economics

- Structure of Inflation, The, by David I. Verway 4 17
- What's in the Machine for Supper?, by Victor E. Smith 1 7

Education

- Goals of Business Education, The, by Leonard S. Silk 2 38
- Sense of National Purpose, A, by Walter P. Reuther 2 15

Employment

- Carson Pirie Scott's "Double EE" Program, by C. Virgil Martin 2 7
- United States Employment Service, The, by Daniel H. Kruger 3 19
- Women at Work, by Daniel H. Kruger 2 21

International Affairs

- Economic Strengths and Weaknesses of Communism in Eastern Europe, The, by Jan S. Prybyla 1 35
- Financing Overseas Subsidiaries and Evaluating Their Earnings, by Edward J. Mock 3 31
- Industrial Financing by the Credit Corporations in Southern Italy, by Joseph A. Martellaro 3 73
- Perspectives on Soviet Growth, by Campbell R. McConnell 4 7
- Structure of Markets in Developing Economies, The, by Reed Moyer 4 43
- Venezuela As a Foreign Investment Target, by Thomas T. Murphy 4 23

Investment

- Case for Public Regulation of the Securities Markets, The, by Richard C. Henshaw, Jr., Alden C. Olson and John L. O'Donnell 4 69
- Development of the Investment Company Concept, The, by Stuart B. Mead 3 38

Management

- Enterprising Man and the Business Executive, The, by Orvis F. Collins and David G. Moore with Darab Unwalla 1 19
- Group Executive Position, The, by Joseph K. Bailey and Robert C. Maddox 4 61
- Management Insights Through Historical Perspective, by Louis W. Stern 3 47
- Oligopoly in the American Rubber Industry, by H. Ellsworth Steele 2 47

Marketing

- Advertising Objectives, Control, and the Measurement Controversy, by Charles E. Lee and Jarvis Woolverton Mason 4 37
- Disappearing Motive in Motive Research, The, by James U. McNeal 4 30
- Exclusive Dealing Arrangements in Marketing, by Leonard J. Konopa 3 63
- Quality Competition and Product Development, by W. Smith Greig 2 66
- Shift from Military to Industrial Markets, The, by Harold E. Fearon and Ralph C. Hook, Jr. 1 43

Taxation

- Progress Report on Postwar Tax Policy, A, by William L. Henderson 3 7
- Unemployment and Taxes, by Gerald J. Robinson 2 61
- United States Taxation of International Business, by Edward B. Bartoli 3 55
- Use of Informers' Rewards in Federal Tax Enforcement, The, by Bernard P. Herber 1 71